

## You Mr. Single Man! You Mr. Man With a Family! You Mrs. Housekeeper!

We have arranged an exceptional opportunity of great money saving for you. Our Eastern Buyers Have Made Another Great Purchase

This is the time of year when all manufacturers and mills clean up their end of season's run. It's a great opportunity for merchants that can use great quantities. Our men saw this opportunity and took advantage of this great opportunity to supply our 83 Busy Stores with high grade merchandise at about half its real value, and bought the entire offering for spot cash at a price no one store merchant could hope for. ALL PERFECT SHORT LENGTHS AND END OF SEASON LOTS.

**This is Not a Special Sale, at Special Prices For a Few Days Only, But Beginning SATURDAY MORNING JULY 10th, and As Long As This Special Purchase Lasts These Exceptional Low Prices Will Prevail.**

WE ADVISE YOUR COMING EARLY FOR THESE VALUES WILL NOT LAST LONG. THEN TOO, THE CHOICEST OF THE LOT IS ALWAYS PICKED FIRST.

1000 yards best Calicos, short lengths, all perfect, yd. 3c	12 1/2c and 15c Ginghams, short lengths, all perfect 10c	Best 10c Ginghams, perfect short lengths, only 8 1/2c	Best Apron Checks, others get 10c, all perfect 6 1/4c	8c Apron Check values, all perfect short lengths 5c	75c Table Damask, 1 to 3 yard pieces, the yard 49c
8 1/2c values in Lawns, at the yard 5c	12 1/2c Lawn values, the yard only 8 1/4c	15c Lawn values, the yd. 10c	36 inch Silk Poplins, \$1 value at 69c	15c Cheviots, perfect short lengths, yard 10c	12 1/2c Bleached Muslin, short lengths, yard 8 1/4c
Special lot of Dainty Afternoon dresses, only 50 in the lot, good \$5 values, only \$2.98	Special lot of Embroidered Waists, \$2.00 value bought in the regular way, while they last 98c	Men's Worsted Pants; you never bought a better one at \$2.00, special lot while they last 98c	Special lot of Work Shirts, only 50 dozen in the lot, 50c values, while they last 39c	100 dozen Sox, black, tan or mixed, you never bought a better one at 2 for 25c, while they last 8 1/4c	100 dozen Men's White or Bandana Handkerchiefs; you never bought a better one at 10c, only 3c
Men's 75c value Union Suits while they last 49c	Men's 75c Leather Work gloves, while they last 49c	50 dozen Ladies' 75c Unions, while they last 49c	Special lot of 10c value hose, while they last 5c	25 dozen Ladies' Vests, 10c value at 5c	15c value Children's Hose, all sizes 10c
\$1.00 value Bib Overalls and Jumpers, each 83c	85c value Overalls and Jumpers, each 69c	\$1.00 Ladies' Union Suits, at only 69c	50 dozen Ladies' Hose, 15c value 10c	65c Bib Overalls and Jumpers, each 49c	Men's Shirts and Drawers, 35c value 25c
Special lot Ladies' Silk Petticoats, you have paid \$3.50; while they last \$1.98	One lot of Amifrench night gowns, \$1.00 value; these won't last long 69c	Real sheer Nainsook Amifrench Night Gowns, really good \$2.00 values, while they last 98c	Men's Work Shoes, really a good \$3.50 value, all sizes, while they last \$2.49	Men's Harvester Shoes, why pay \$2.00 for no better value \$1.49	Men's \$6.00 Crossette Shoes, black or tan, button or lace at \$4.50
Men's 75c Balbriggan Shirts and Drawers 39c	\$1.50 Men's Union Suit values while they last 98c	Ladies' 15c Vests, you will need these, at 8 1/4c	Children's hose, you never bought a better one at 20c, only 12 1/2c	15c value Children's Muslin pants 10c	35c Boys' Shirts and Blouses at 25c
Large Huck Towels, 15c values at 10c	Extra large Turkish Towel, 35c value at 19 1/4c	42x36 Pillow Slips, a good 2 for 25c one, only 8 1/4c	15c Pillow Slips, full 42x36 at only 10c	Large Turkish Towel, a 20c value at 12 1/4c	Think of buying a full sized Sheet for 39c
Ladies' Oxfords and Strap Slippers, good \$3.00 values, while they last \$1.39	Special lot of Red Cross Oxfords, you know their value, while they last \$1.98	Misses' Strap Slippers, really good \$2.00 value, while they last 98c	Ladies' Fancy Oxfords or strap Slippers, \$4.50 values \$2.98	Boys' Shoes, all sizes and the kind that wear, only \$1.98	Old Ladies' Comforts, belting sole and rubber heels \$1.49
Ladies' short gloves, white or black 25c	Full 24 inch Gloves, all silk, \$1.00 values 69c	Special purchase of Men's Suits including blue serges, at only \$9.90	Men's Worsted Pants, you won't buy a better one at \$3.00, only \$1.98	The best 50c Sox value you ever saw, while they last at 25c	One lot of Fancy Ribbons, 35c values 19c

THOUSANDS OF YARDS OF SHORT LENGTHS OF ALL KINDS, AND EVERY ONE PERFECT.

You Can Do Better At

*The Golden Rule*  
- J.C. Penney & Co. Inc. -  
83 BUSY STORES

We Lead Others Follow

HUNDREDS OF GARMENTS IN THIS END OF SEASON LOT AND EVERY ONE PERFECT.



AN INDEPENDENT NEWSPAPER.  
Published Daily and Semi-Weekly at Pendleton, Oregon, by the EAST OREGONIAN PUBLISHING CO.

Official County Paper.  
Member United Press Association.  
Entered at the postoffice at Pendleton, Oregon, as second-class mail matter.

Telephone  
ON SALE IN OTHER CITIES:  
Imperial Hotel News Stand, Portland, Oregon.  
Borwan News Co., Portland, Oregon.  
ON FILE AT  
Chicago Bureau, 309 Security Building, Washington, D. C., Bureau 500, Fourth street, N. W.

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Semi-Weekly, three months, by mail \$0.60  
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KILLED IN ACTION.  
Norah Sheppard is the author of this touching war-lyric, in the Toronto Mail and Empire. It is called, "Killed in Action."

"He was so young, O God!  
The path where Youth and Manhood meet he trod,  
And life was full of promise, rich and rare.  
This blow which Thou hast dealt I scarce can bear;  
O, help me, comfort me in my despair."

He was my only son!  
I try, O God, to say, Thy will be done!  
But Thou, whose Son upon the Cross didst die—  
Thou Who alone dost hear my bitter cry,  
Canst know my grief and my heart's agony."

POOR SERVICE AND BIG PROFITS  
On many occasions promises of improvement in the local telephone equipment and service have been made, but in the fulfillment of its promises the company has always been neglectful and weak.

It will be this way just as long as the telephone business is in the hands of a great private monopoly. The rule of business is to make all you can. When a company has a nationwide monopoly and is free from

anything bordering on effective regulation it is in position to do as it pleases.

Therefore we may look regularly for the company to spend as little as it can on equipment and earn the maximum in dividends. The company exists to make money; to render good service is a secondary consideration.

According to the official statement of its comptroller made to the directors the American Telephone & Telegraph Co.'s earnings for 1912 were \$42,717,992.75. The expenses were \$4,810,348.49. The net earnings was \$37,907,644.26.

For the year 1913, according to the comptroller's statement the earnings amounted to \$45,909,991.62; the expenses were \$5,333,245.43. The net earnings \$40,576,746.19.

When a corporation has a gross annual income of forty five millions and gross expenses around five millions the fact is fairly good answer to the question why so few improvements are made in the service.

When the federal government takes over the telephone business and operates it in the interests of the public we will get something worth while. Until that time comes it is a waste of time to talk about the subject.

NOT ENOUGH OF THEM IN JAIL

WHATEVER Mexico may need it is not Huerta or Huerta methods. Cientifico rule is Mexico's disease. The country could not be improved by falling back into the hands of the element that brought about its exploitation and the revolt that naturally followed.

Safety for Mexico lies in the success of the party pledged to the peon's interests and to land reform. No nation can be contented and peaceful when 85 per cent of the people are dispossessed. The people must be able to get to the land. A satisfied farm population is a nation's balance wheel and Mexico has none.

There are no farmers in the American sense in Mexico.

There is a handful of great plantation owners and millions of virtual serfs. It is a condition to breed anarchy and bloodshed. Diaz held the lid on Mexico only through force and the use of millions secured through the sale of concessions to foreigners. Such peace could not be permanent. It was inevitable that in time the people would rebel just as they did under Madero.

If our government has thwarted a científico war scheme under Huerta a great service has been rendered Mexico. Freedom will bring peace to Mexico; tyranny would only prolong the struggle. It is safe to say that if outside financiers would stop plotting against the common people of Mexico the struggle would soon be over.

The arrest of Huerta was of more significance than appears on the surface. It puts the brand of disapproval on war plots formed in New York and financed by business interests that have axes to grind and find in such fellows as Huerta a ready instrument for their use. If a few New Yorkers could be put in jail along with Huerta the lesson would be still more effective.

REDUCING THE POPULATION

AS reported yesterday the French Relief Society estimates the French losses in the war at 400,000 killed and 700,000 wounded. It may be taken for granted the German losses are much heavier than the French. The Russians have also incurred heavy losses and likewise the British. The view that the total casualties will reach four or five million seems reasonable. For a war that began without any adequate cause the death toll is heavy and should relieve the gloomy spirits of those who share the Malthus theory.

"LET LOOSE THE AMERICANS"

THERE was a play in a London music hall recently which dealt with the war and a very popular joke carried the expression,

"let loose the Americans." The phrase conveys the arrogant notion that this country is still an English dependency, subject to call along with Canada, Australia and India.

Because the British hold this notion a trifle too much is a fine argument why Uncle Sam should let John Bull do his own fighting.

RESIDENT OF 32 YEARS IN THIS COUNTY DIES

WILLIAM TOMPKINS, WEALTHY FARMER OF ATHENA PASS, ES AWAY SUNDAY.

ATHENA, Ore., July 8.—William Tompkins, wealthy farmer, who died Sunday morning in Pendleton at the age of 63, was buried Monday in the cemetery of this city.

Mr. Tompkins was a pioneer of the west and of Umatilla county. He settled on his farm near here 32 years ago. He was born in Ontario, Canada, October 19, 1851. At the age of 28 he moved to the inland empire and at the end of three years made his permanent residence in this county. He was married in 1879 and was the father of eight children.

About ten years ago he retired from active farming and has since been prominent in municipal life.

The last two or three years he had fallen in health, due to liver complaint. Mr. Tompkins is survived by his wife and six children.

ONE WATERSNAKE EATS 42 NICE LITTLE TROUT

PORTLAND, Ore., July 8.—That watersnakes are doing more damage to young trout than any other agency, is the belief of Perry Kitzmiller, superintendent of the Eagle Creek trout feeding station, who killed a reptile, cut it open and counted 42 inch and a half rainbow trout, weighing from eight to ten grains each.

Kitzmiller saw the snake busily engaged in swimming around the feeding pond about 6 o'clock in the morning of July 3, and concluded to catch it. The destruction of the young fish prompted him to kill another, which, when opened, revealed a four inch silverside salmon in the stomach.

Kitzmiller has declared war on all water snakes and has issued a general call to arms, clubs, rocks or whatever is handy on the part of all fishermen in the state against the new and common enemy. A watersnake will destroy more trout in one morning, says Kitzmiller, than some fishermen will catch in a season.

NOW IS THE TIME TO BUY A



FORD

as the cash rebate of \$40 to \$60 will be paid on August 1st.

Ford Roadster F. O. B. Pendleton \$515  
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